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"Large Customer Perspectives on LEC Regulatory Issues." Presented before the United States Telephone Association Congressional Staff Seminar. Williamsburg, Virginia. June 3-4, 1993.

"Will Cable-Telco Markets be Shared or Contested?" Presented before the Boston University School of Law Telecommunications Conference, Telecommunications in the '90s: From Wasteland to Global Network. Boston, Massachusetts. April 2, 1993.

"If You Push Something Hard Enough, It Will Fall Over." Presented before the Telecommunications Reports "Telco Business Restructuring" Conference. Washington, D.C. March 17, 1993.

"Transactional Efficiency and Common Carrier Regulation." Presented before the Political Economy Workshop, Department of Public Policy and the Department of Economics, The Wharton School of the University of Pennsylvania. Philadelphia, Pennsylvania. February 1, 1993.

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"The Internal and External Consequences of Local Access Competition." Presented to the Bellcore Access Services Forum. San Francisco, California. October 28, 1991.

With Harry M. Shooshan III. **"Economic Policy Analysis of Cable Compulsory License."** Prepared for the Board of Directors of the Motion Picture Association of America. Los Angeles, California. October 22, 1991.

"The Cable/Telco Policy Debate: A Washington Perspective." Presented before the Utah Public Service Commission/University of Utah 6th Annual New Directions in Telecommunications Conference. Salt Lake City, Utah. February 12, 1991.

"A Regulatory Balancing Act: Telecommunications Carriers, Competitors, and Customers." Keynote speaker at the annual PURC Conference. Gainesville, Florida. February 7, 1991.

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"The Perils of Regulatory Reform." Presented at Olin Foundation Public Policy Seminar on Incentive Regulation. The Woodrow Wilson School, Princeton University. Princeton, New Jersey. October 3, 1989.

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"The Potential Competitive Impact of Telco-Delivered Video." Presented at Bellcore Public Policy Seminar, Bell Communications Research Technical Center. Lisle, Illinois. November 21, 1988.

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April 19, 1994

**STRATEGIC
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ATTACHMENT A

JEFFREY H. ROHLFS

Received an A.B. degree from Amherst College and a Ph.D. in Economics from MIT. He has taught economics at the Stanford Graduate School of Business.

Dr. Rohlfs is a principal of SPR and has been a consultant since 1983. He is an economist who specializes in the telecommunications industry. He has numerous publications, including theoretical, empirical and policy analyses.

Dr. Rohlfs has consulted on telecommunications and public policy for a variety of clients with regard to groundrules for telecommunications, competition, access charging and bypass competition, regulatory reform, restructuring and privatization in many countries, cellular and PCS services, economic valuation of telecommunications plant, and the importance of telecommunications infrastructure to economic development.

Prior to his career in consulting, Dr. Rohlfs worked 14 years at Bell Labs, rising to Department Head of Economic Modeling Research. He did economic research pertaining to telecommunications, including the theory of network externalities and the theory and estimation of optimal telecommunications prices.

From 1979 to 1981, he was Manager of Microeconomic Analysis at AT&T. He provided analytical support for AT&T's regulatory and public affairs efforts.

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
Ph.D., Economics, 1969

AMHERST COLLEGE
A.B., Economics, 1965

EMPLOYMENT

- 1992- **STRATEGIC POLICY RESEARCH, Inc. (SPR)--Bethesda, Maryland**
 Principal. Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.
- NATIONAL ECONOMIC RESEARCH ASSOCIATES, INC. (NERA)--**
 Washington, D.C.
- 1989-1992 *Vice President. Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.*
- SHOOSHAN & JACKSON INC.**
- 1983-1988 *Principal. Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.*
- 1981-1983 **ECONOMIC MODELING RESEARCH DEPARTMENT,**
1978-1979 **BELL LABORATORIES**
 Department Head. Economic research pertaining to telecommunications.
- MICROECONOMIC ANALYSIS, AT&T**
- 1979-1981 *Manager. Analytical support for AT&T's regulatory and public affairs efforts.*
- 1975-1978 **ECONOMICS RESEARCH, BELL LABORATORIES**
1969-1974 *Member of Technical Staff. Economic research pertaining to telecommunications.*
- STANFORD BUSINESS SCHOOL**
- 1974-1975 *Visiting Lecturer. Teaching and research in business economics.*
- CHARLES RIVER ASSOCIATES**
- 1967-1969 *Research Associate. Economic research.*

PROFESSIONAL ACTIVITIES

Member, American Economic Association, International Telecommunications Society.

TESTIMONIES

With John Haring. Statement re: *In the Matter of Policies and Rules Concerning Rates for Dominant Carriers*. Before the Federal Communications Commission on behalf of AT&T, *Notice of Proposed Rulemaking*, CC Docket No. 87-313. July 6, 1993.

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With Susan W. Leisner. "Alternatives to Rate of Return Regulation for Local Telephone Companies." Prepared for The Annenberg Schools of Communications, The Washington Program's Research Forum. Washington, D.C. March 20, 1987.

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"Economic Issues Relating to Privatization of Telecommunications." Given to the Conference on Network Economics. Sapporo, Japan. July 23-27, 1990.

"The Present Status of Research on Network Economics." Talk given to the Institute for Posts and Telecommunications Policy. Tokyo, Japan. July 20, 1990.

"Comment on Incremental Capital Costs of Telephone Access and Local Usage." Presented at the Twentieth Annual Williamsburg Conference. Williamsburg, Virginia. December 1988.

"Aggregate Consumers' Surplus: No Apology But Some Caution." Presented at Stanford University and University of California. Berkeley, California. January 1982.

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April 19, 1994

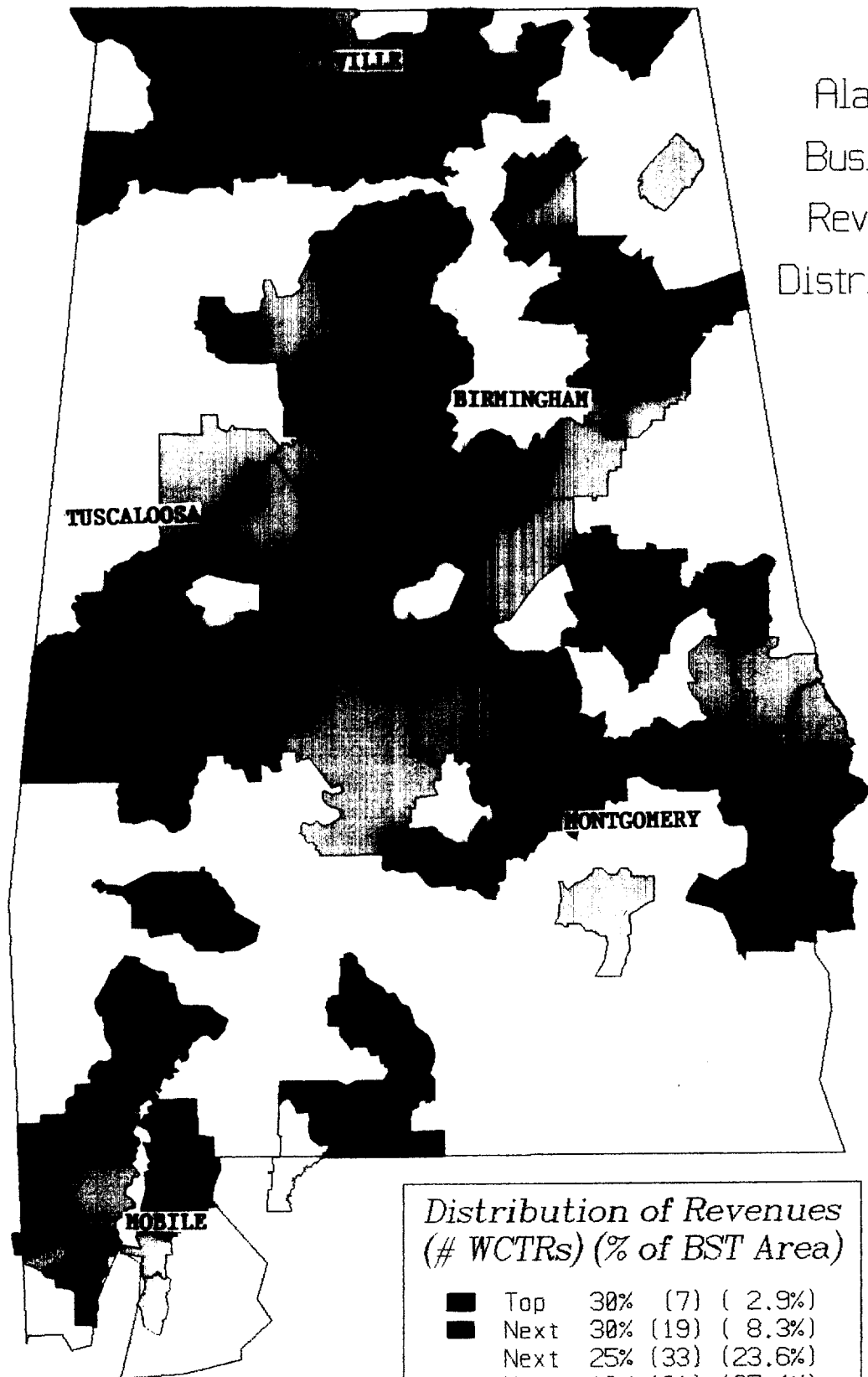
REVENUE DISTRIBUTION

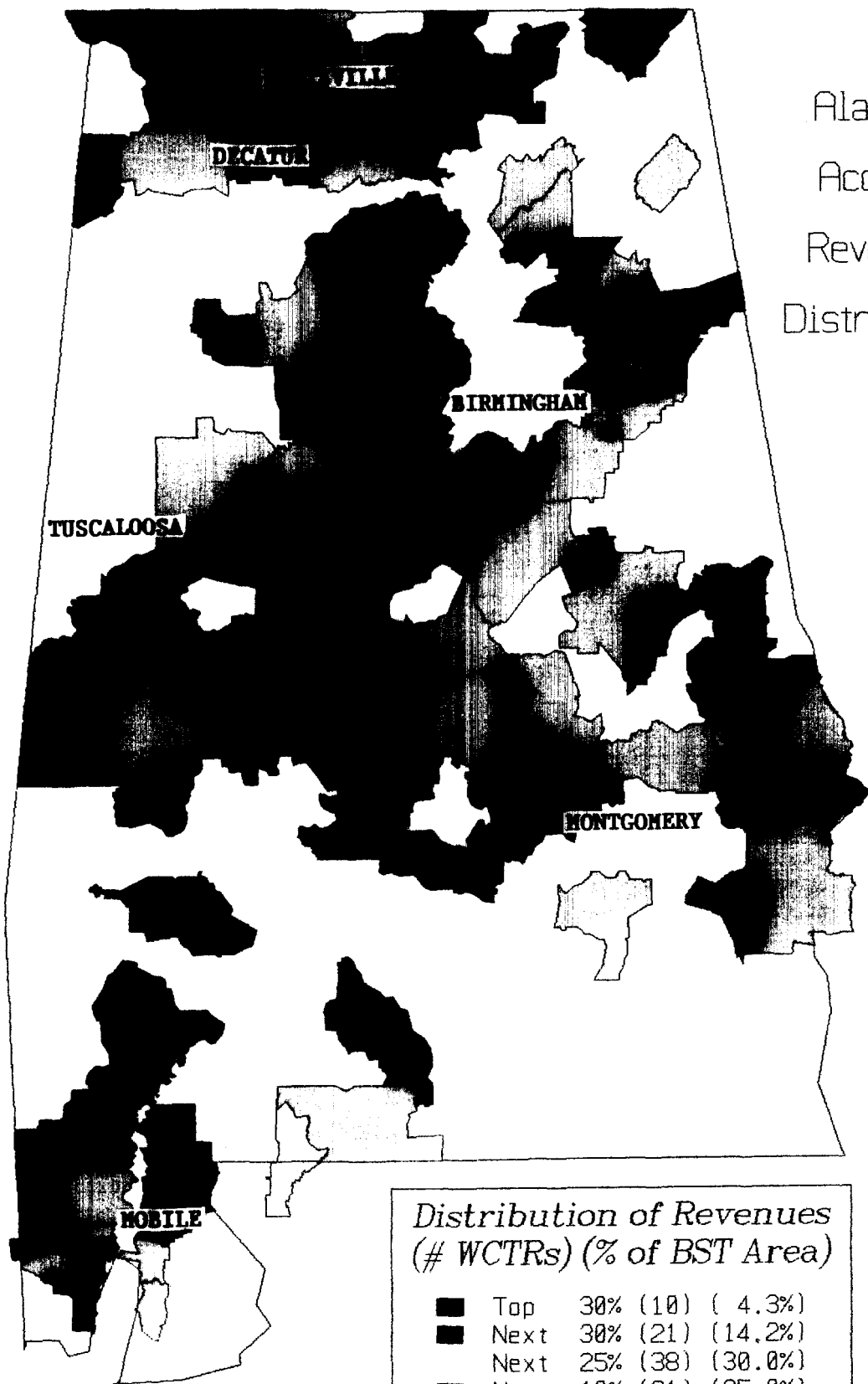
Because revenues are concentrated in densely populated areas and business districts of metropolitan areas, competitors can easily target the most profitable geographic areas in which to build facilities and provide services. The following maps show the distribution of business, access (both interstate and intrastate including switched and special), and total revenues by wire center in each of the nine BellSouth states. These distributions clearly demonstrate the high level of concentration of all BellSouth revenues in a small number of wire centers representing a very small percentage of total BellSouth territory. For example, in Alabama, the top 30% of business revenues is produced in only 7 wire centers (of a total of 146 BellSouth wire centers in the state) representing 2.9% of total land area in BellSouth's Alabama territory. For both business and access revenues, a small number of customers produce a significant portion of those revenues. Across the nine BellSouth states, the top 1% of business customer locations produce approximately one-third of BellSouth's business revenues.

In summary, the top 30% of business revenues is produced in the number of wire centers shown below. Also included are the total number of wire centers by state and the percentage of BellSouth territory represented by the wire centers producing the top 30% of revenues in each state.

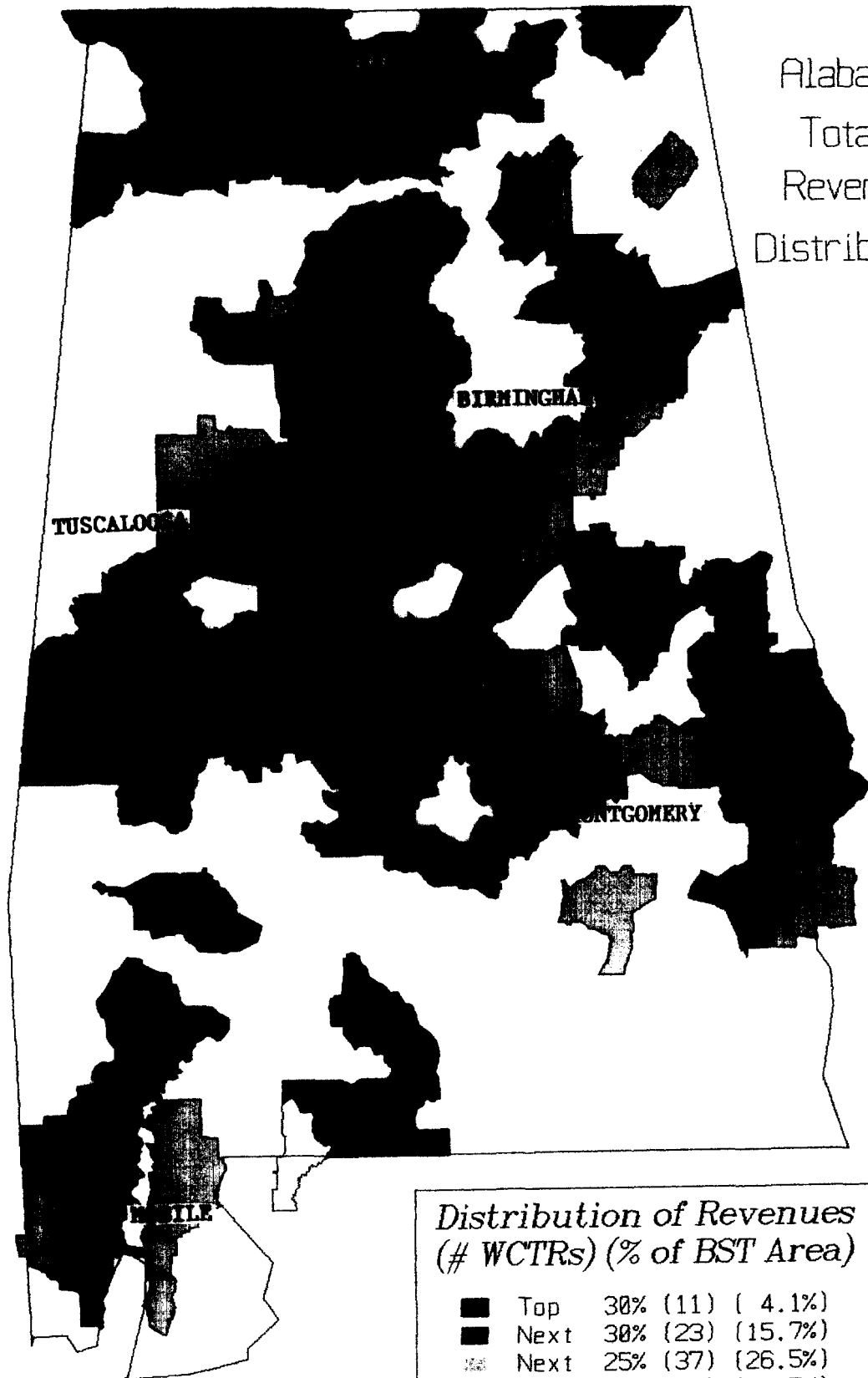
	Total # of WC	# of WC Top 30%	% of Total Land Area
ALABAMA	146	7	2.9%
FLORIDA	202	15	3.6%
GEORGIA	178	7	0.9%
KENTUCKY	179	5	2.4%
LOUISIANA	230	7	2.0%
MISSISSIPPI	206	6	1.7%
NORTH CAROLINA	140	5	1.6%
SOUTH CAROLINA	115	5	1.4%
TENNESSEE	196	7	0.9%

Alabama
Business
Revenue
Distribution





Alabama
Total
Revenue
Distribution



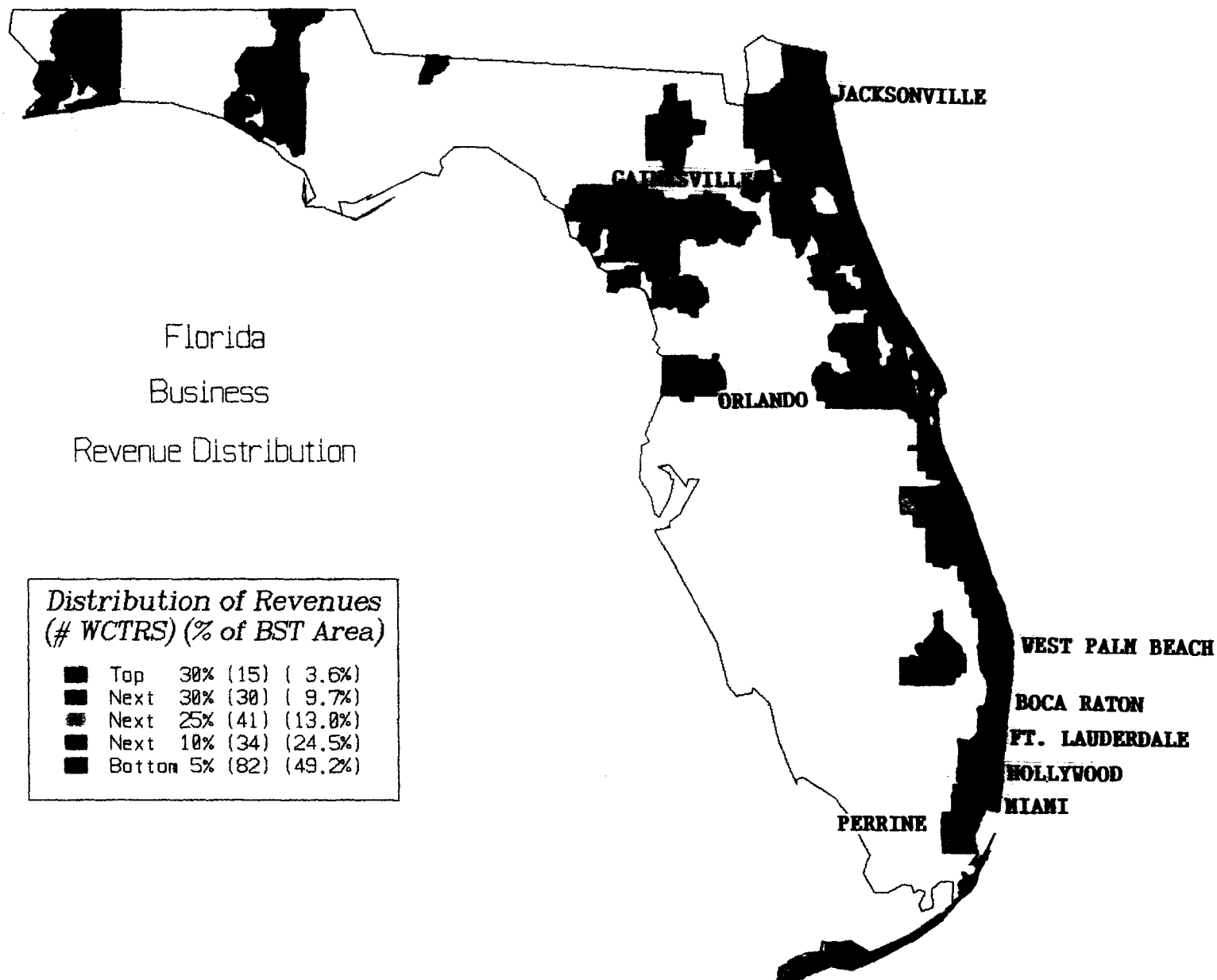
*Distribution of Revenues
(# WCTRs) (% of BST Area)*

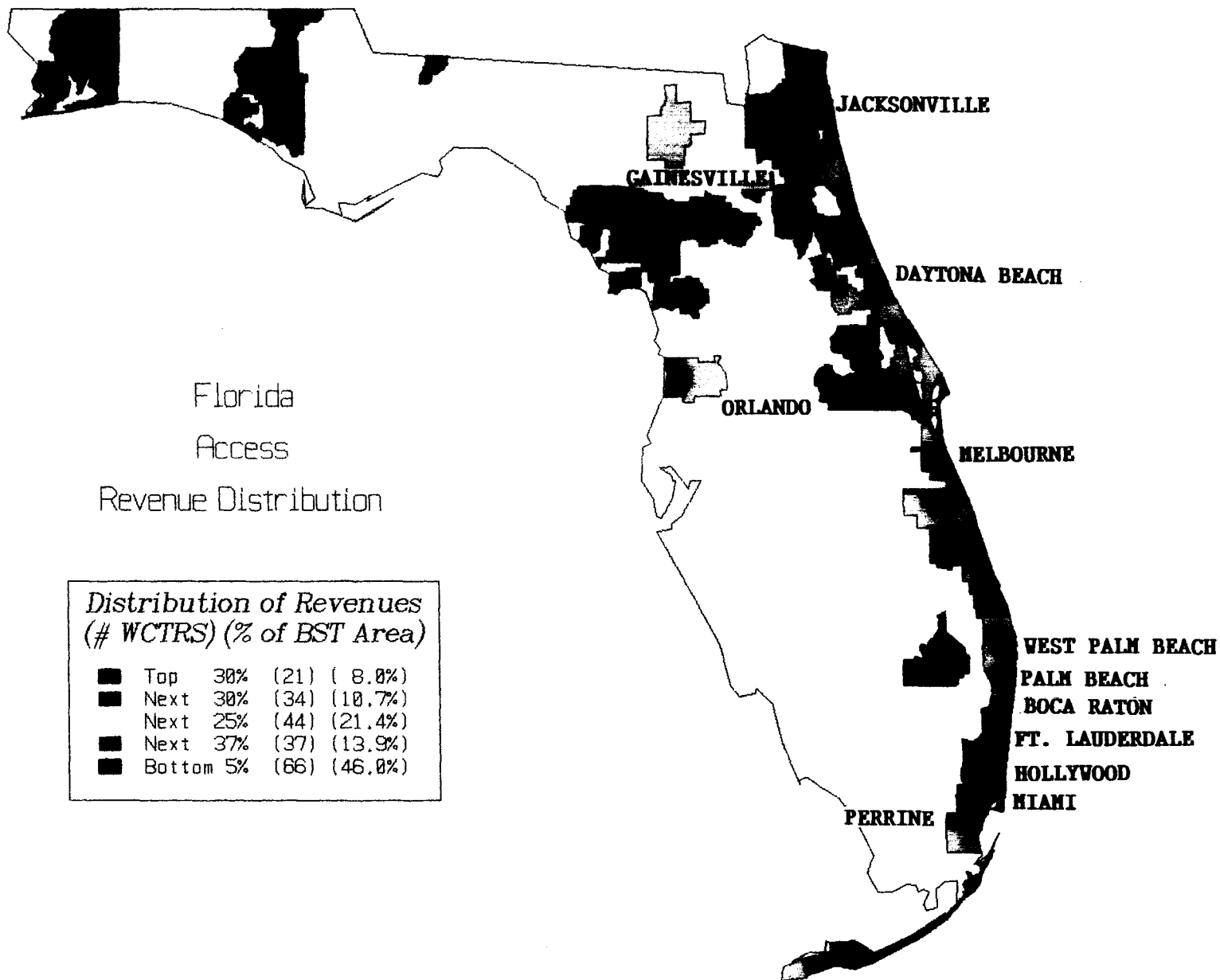
■	Top	30%	(11)	(4.1%)
■	Next	30%	(23)	(15.7%)
■	Next	25%	(37)	(26.5%)
■	Next	10%	(33)	(30.7%)
■	Bottom	5%	(42)	(23.0%)

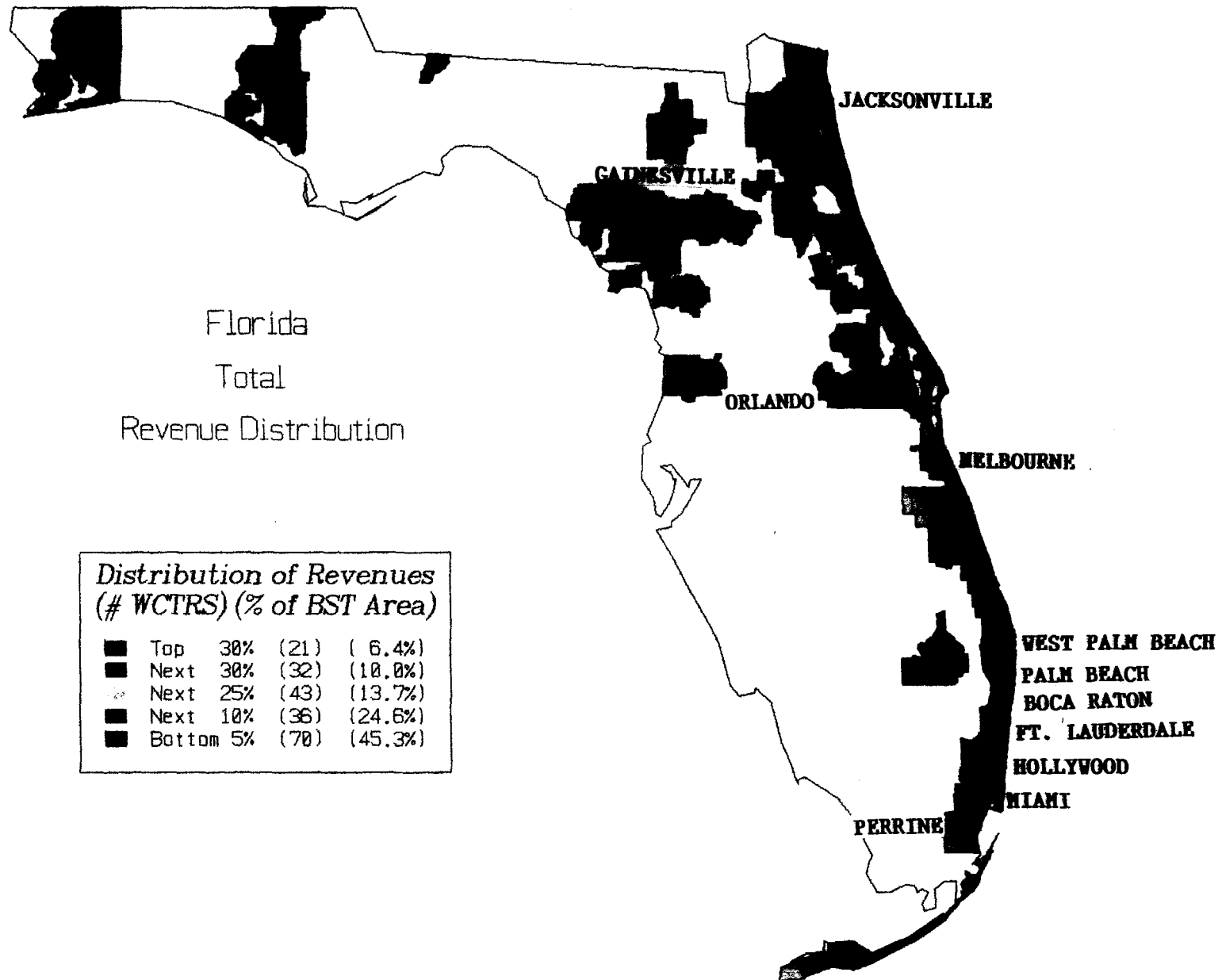
Florida
Business
Revenue Distribution

*Distribution of Revenues
(# WCTRS) (% of BST Area)*

■	Top	30%	(15)	(3.6%)
■	Next	30%	(30)	(9.7%)
■	Next	25%	(41)	(13.8%)
■	Next	10%	(34)	(24.5%)
■	Bottom	5%	(82)	(49.2%)

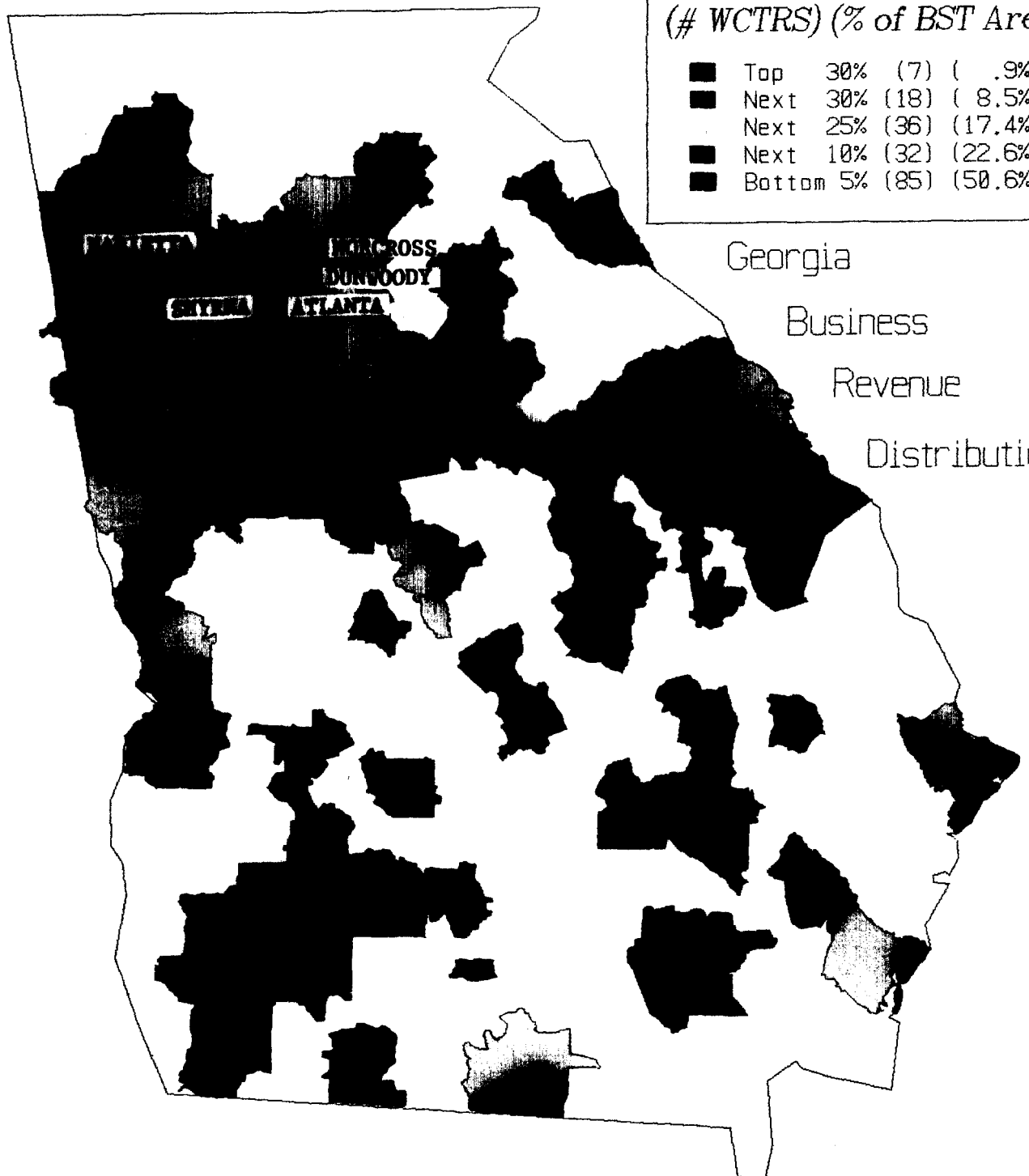






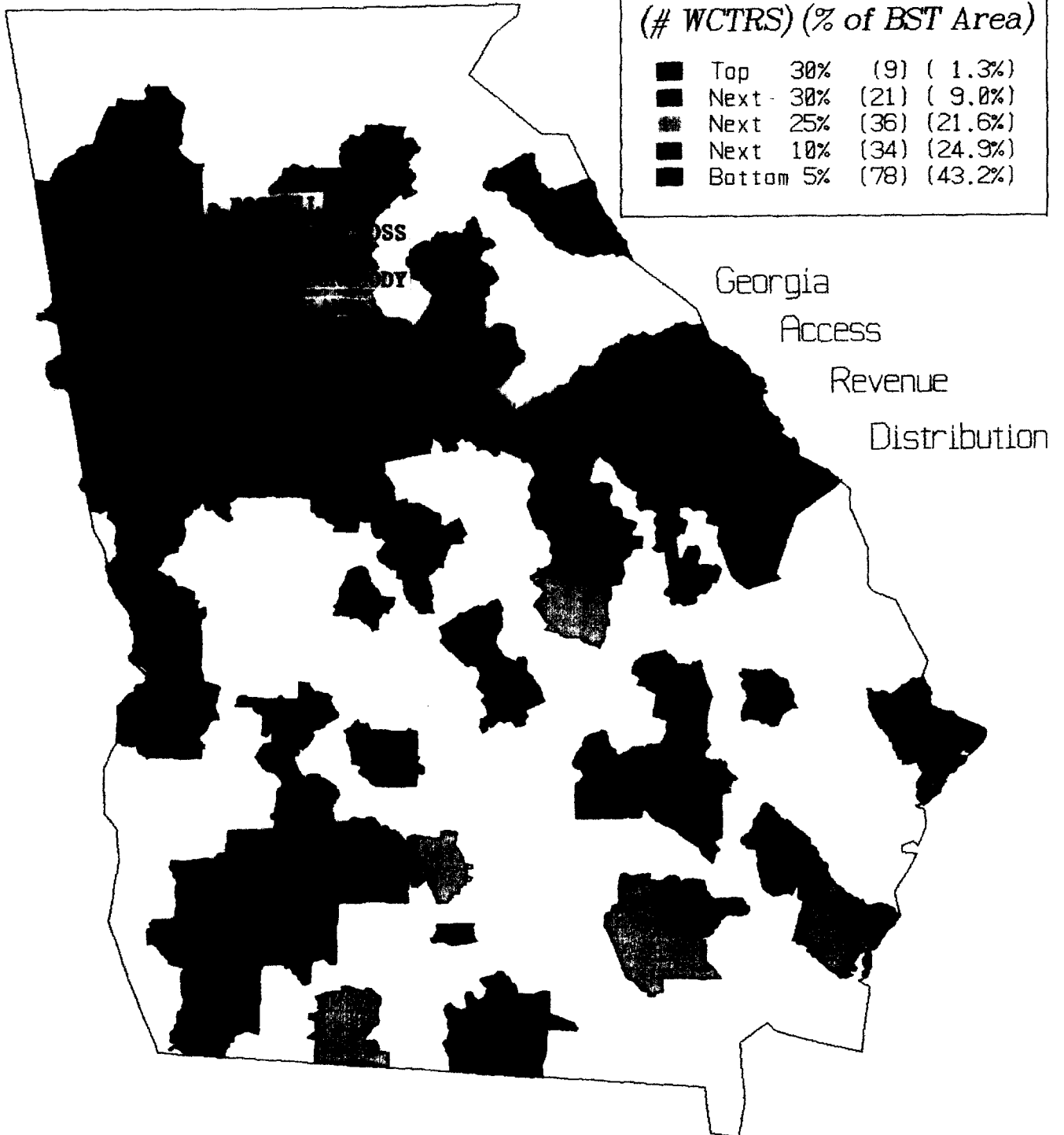
*Distribution of Revenues
(# WCTRS) (% of BST Area)*

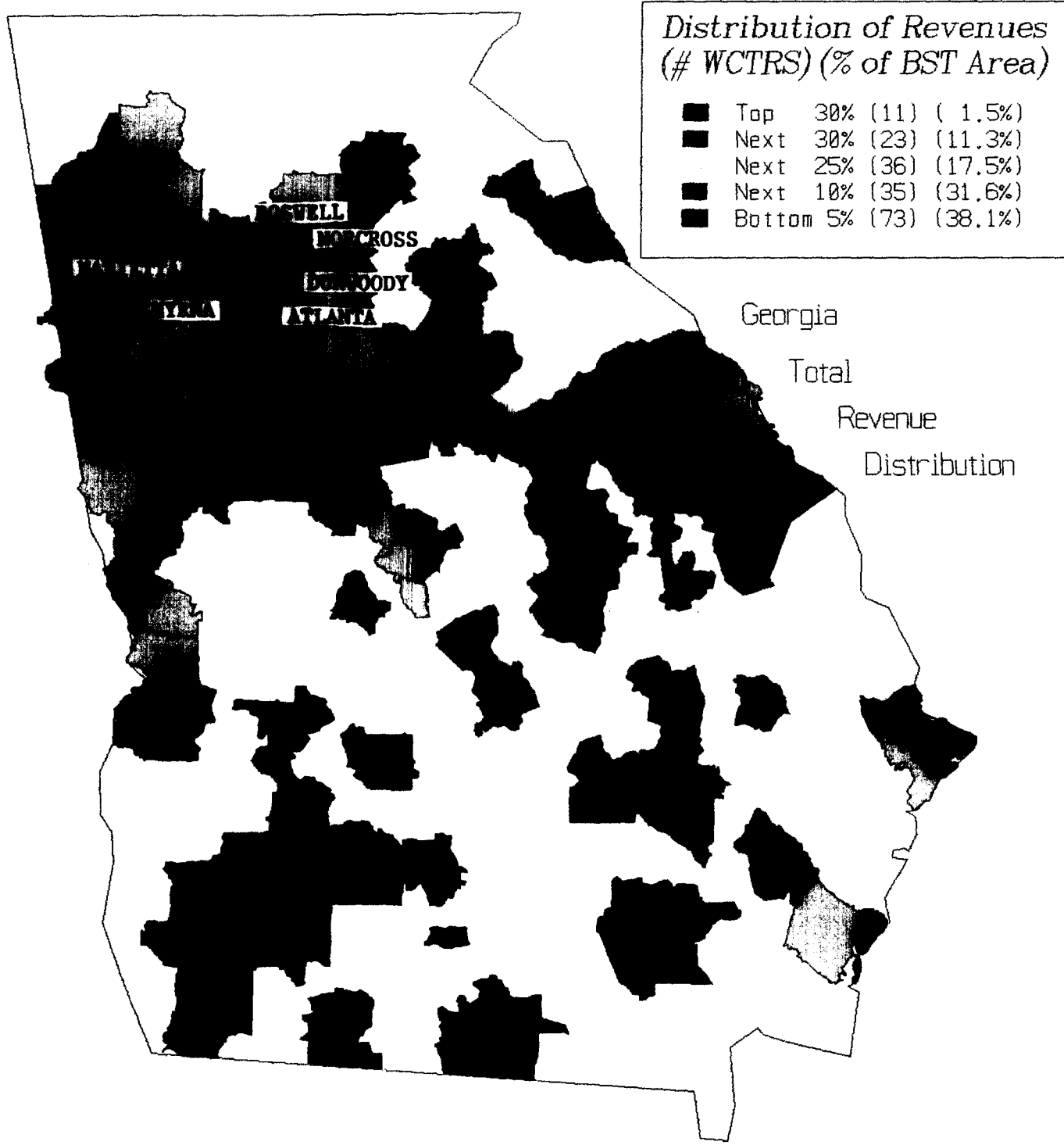
■	Top	30%	(7)	(.9%)
■	Next	30%	(18)	(8.5%)
■	Next	25%	(36)	(17.4%)
■	Next	10%	(32)	(22.6%)
■	Bottom	5%	(85)	(50.6%)



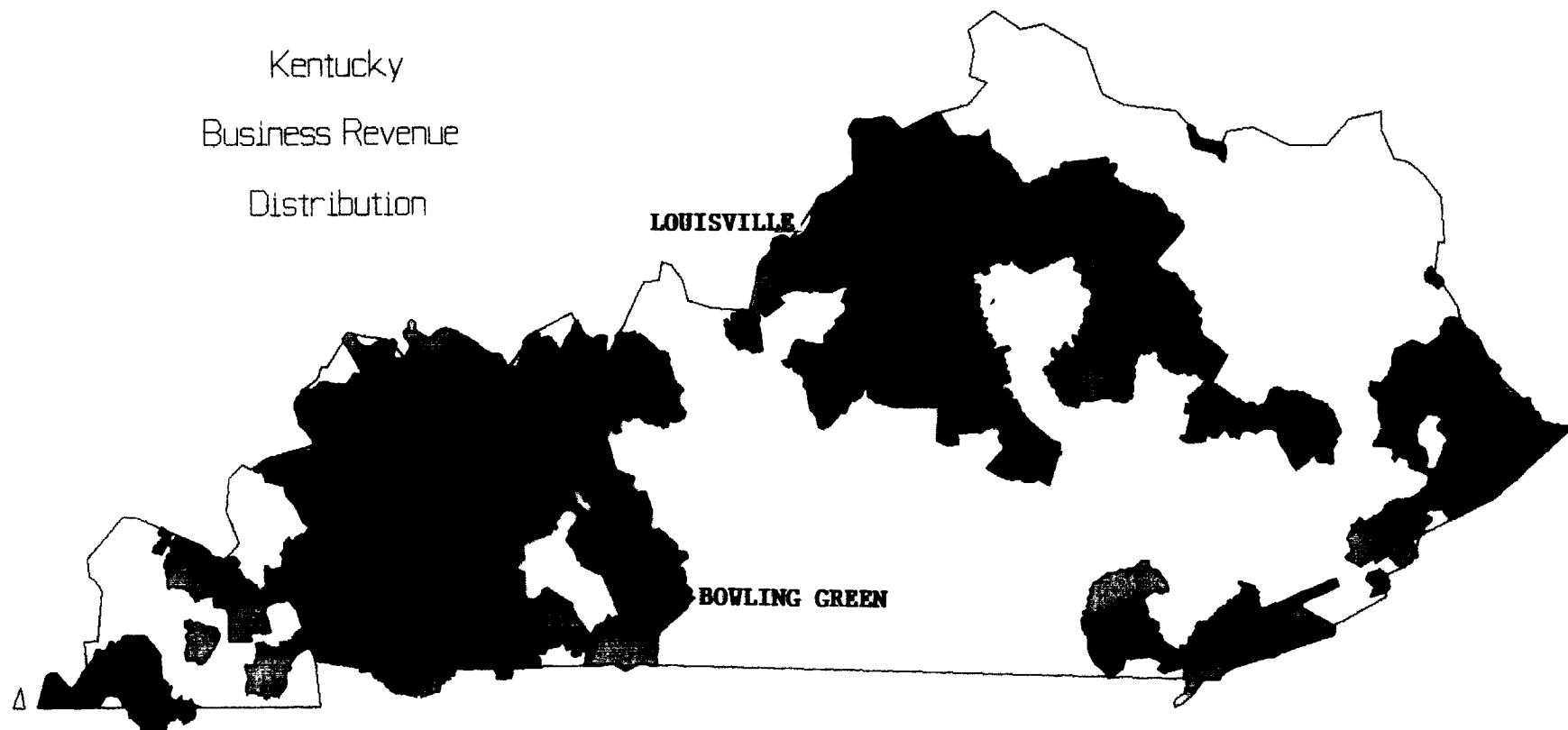
*Distribution of Revenues
(# WCTRS) (% of BST Area)*

■	Top	30%	(9)	(1.3%)
■	Next	30%	(21)	(9.0%)
■	Next	25%	(36)	(21.6%)
■	Next	10%	(34)	(24.9%)
■	Bottom	5%	(78)	(43.2%)





Kentucky
Business Revenue
Distribution



*Distribution of Revenues
(# WCTRS) (% of BST Area)*

■	Top 30%	(5)	(2.4%)
■	Next 30%	(13)	(6.0%)
■	Next 25%	(30)	(21.8%)
■	Next 10%	(40)	(33.1%)
■	Bottom 5%	(91)	(36.7%)